



THE DAY WITH THE MOST LIGHT IS THE DAY WE FIGHT®



HOST A DINE AND DONATE EVENT FOR THE LONGEST DAY.

The Longest Day® is the day with the most light — the summer solstice. Join the fight against Alzheimer's disease by hosting a Dine and Donate event on a day that works for you. The funds you raise advance the care, support and research efforts of the Alzheimer's Association®.

Contact a favorite restaurant.

- » Find an establishment that will partner with you to host a fundraising event.
- » Ask what percentage of sales they are willing to donate to The Longest Day (most donate up to 20%).

Promote the event.

- » Ask friends, family and colleagues to help you spread the word.
- » Create an event on Facebook and invite your contacts.
- » Post flyers around town, including at your local library and supermarket.
- » Use Dine and Donate promotional materials from The Longest Day online Participant Center.

Raise awareness at the restaurant.

- » Use table tents, posters and flyers so that all patrons can learn about The Longest Day and the Alzheimer's Association.
- » Host a trivia night and include questions about Alzheimer's disease.
- » Decorate the space to help draw attention to the event.

Work with the restaurant to make donating easy.

(Secure approval from the restaurant before implementing.)

- » Place donation boxes or envelopes at each table, as well as the cash register, the bar, host stand or other high-traffic areas.
- » Sell branded pin-up cards. People can write their name or the name of a loved one on a pin-up card and hang it on a restaurant wall.

Log in to your **Participant Center** to download and print customizable templates to promote your event and fundraising webpage, including:

- » Request letter.
- » Save the date posters.
- » Invitations.
- » Table tents.
- » Donation envelopes.

alz.org/thelongestday

Visit **Shop for the Cause** to order promotional materials, such as:

- » Purple balloons.
- » Donation boxes.
- » Pin-up cards.
- » Posters.

shop.alz.org

Visit alz.org/thelongestday for more fundraising tips and tools.